

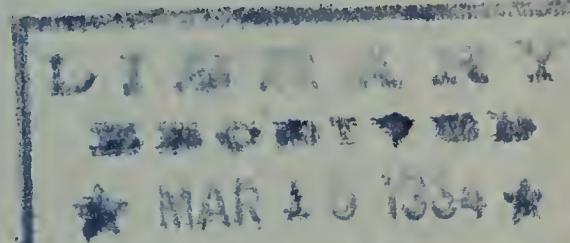
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1934

“JERSEY-GROWN”

DAHLIAS



BENNETT K. MATLACK
COTTAGE AVE. AND OXFORD ST.
BRIDGETON, N. J.
PHONE 970



GREETINGS:

To old friends and new, this little catalogue brings you a splendid selection of Dahlias. During these times, when we are apt to have more leisure, try growing a few Dahlias. It is one of the greatest forms of recreation. A few dollars invested in my Dahlias will bring pleasure for months.

Don't forget, all Dahlias listed are grown by me, and when my stock is exhausted no others will be purchased to fill orders.

All my Dahlias are grown without forcing. This means more to the purchaser than most people realize.

You will find many of the new 1933 and 1934 Dahlias listed in this catalogue, but the beginner should not forget that the older listed Dahlias are the best of the very many Dahlias placed on the market in former years. The others have not been worth saving. High price does not necessarily mean the best.

Send to me the names of your Dahlia friends, and for each order I receive from them I will allow you to select a generous amount from my catalogue. Several of my customers are to make such selections this year.

Visitors always welcome. Be sure to come during September and October to see the flowers in bloom.

All stock guaranteed true to name and all roots to grow. Stock proving otherwise will be gladly replaced.

Postage paid on all orders of One Dollar or over.

Cash with order.

Roots shipped after April 1st unless otherwise ordered.

Plants shipped after May 15th. Twenty-five cents extra for Special Delivery on Plants is good insurance.

No Dahlia Plants shipped after June 15th.

BENNETT K. MATLACK.

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DAHLIAS

C., Cactus; S-C., Semi-Cactus; I. D., Informal Decorative; F. D., Formal Decorative; P., Peony.

ACHIEVEMENT. I. D.—A splendid apricot colored Dahlia on good stems and plant. Plants, 50c.

ADDA PATTERSON. C.—Pure white. Always good. Roots, 50c.

AIKO. S-C.—Strong grower. Deep carmine flower with a silver reverse. Striking. Plants, \$1.00.

ALBERT VESTAL. I. D.—Old rose with bronze shadings. Roots, 50c.

ALICE WHITTIER. S-C.—Good primrose yellow cactus. Roots, 50c.

AMBASSADOR. C.—Soft yellow buff, shaded salmon pink. Really hard to beat. Roots, 35c.

AMERICAN LEGION. S-C.—The Legion won the highest honors ever given a Dahlia at the great Atlantic City show. Immense bright yellow flowers on perfect stems. This flower has given consistently good results for us and has proven an outstanding Dahlia. Plants, \$1.00.

AMERICAN TRIUMPH. C.—Large, bright oriental red. Good. Plants, 50c.

ANDREA ERICSON. I. D.—Splendid white. Roots, \$1.00; Plants, 50c.

AVALON. I. D.—A pure, clear yellow that stands out. Roots, 25c.

AZTEC GLORY. I. D.—Very large, attractive bright lemon yellow flower of excellent form. Plants, 50c.

BAGDAD. I. D.—Scarlet flame flower of wonderful size. Good bush and stems. Roots, \$1.00; Plants, 50c.

BARBARA REDFERN. F. D.—Blend of old gold and old rose. Grow it. Roots, 35c.

CANARY CUP. F. D.—An outstanding yellow Dahlia here in 1933. You will appreciate this one. Roots, \$1.00; Plants, 50c.

CARDINALIS. F. D.—Brilliant cardinal red. Plants, 50c.

CASPER G. WARE. F. D.—Always covered with clear violet rose blooms. Medium tall. Roots, 35c.

CHAMPAGNE. F. D.—Champagne color. Grows well and is striking. Roots, 35c.

CHAMPOEG. F. D.—Unusual color combination of canary yellow and salmon pink. Backs of petals pale yellow. Strong growth, fine stems. Highly recommended. Roots, \$1.00; Plants, 50c.

CHEMAR'S EUREKA. F. D.—Long, stiff stems. Flowers white with lavender pink suffusion. Plants, 50c.

CITY OF TRENTON. I. D.—An immense Dahlia of an autumn shade hard to describe. A remarkable flower. Roots, 75c; Plants, 50c.

CLAIR WINDSOR. S-C.—Large, pure white flowers on perfect stems. Roots, \$1.00; Plants, 50c.

COLOR SERGEANT. I. D.—Large, beautiful salmon orange. A real Dahlia. Roots, 50c.

See inside back cover for specials.

B R I D G E T O N , N E W J E R S E Y

CONG. WOLVERTON. I. D.—Bright salmon pink flower with a growth similar to Rodman Wanamaker. Roots, 75c; Plants, 50c.

DADDY BUTLER. S-C.—Carmine rose, reverse lighter. Try it. Roots, 35c.

DERRILL W. HART. I. D.—Deep orange or copper shading to brown. Good keeper. Roots, 50c.

DOROTHY STONE. I. D.—Flowers a shade of pink deeper than Kathleen Norris. Good stems. Plants, 50c.

DR. JOHN CARMAN. F. D.—Large blooms of Tyrian rose shaded with silver. Roots, 50c.

DWIGHT W. MORROW. I. D.—Gigantic red Dahlia on strong bush. Plants, \$1.50.

EAGLE ROCK BEAUTY. S-C.—Beautiful combination of pink and cream. Splendid cut flower. Roots, 35c.

EAGLE ROCK FANTASY. I. D.—An outstanding Dahlia. Splendid stems and bush. Violet rose with silver shadings. Flowers large and most beautiful. Highly recommended. Roots, \$2.00; Plants, 75c.

EAGLE ROCK GEM. C.—Maize yellow shaded pink. Fine cactus Dahlia. Roots, \$1.00; Plants, 50c.

EAGLE ROCK WONDER. I. D.—Very large flowers of orange shaded with gold and salmon. Plants, 50c.

EDNA FERBER. S-C.—Glistening coral, shading to old gold at base of petals. Plants, 50c.

ELITE GLORY. F. D.—A very large rich red flower. Bush and foliage very strong. Roots, 35c.

ELIZA CLARK BULL. F. D.—Beautiful white. One of the best. Roots, 35c.

ELIZA LONDON SHEPPARD. I. D.—Free bloomer on erect stems and bush. Golden orange flowers; wonderful for cutting. Roots, 75c; Plants, 50c.

ELKRIDGE. S-C.—White. Bush always full of blooms. Roots, 50c.

ELLA MAY. C.—A rich deep crimson carmine. Fine stems. A real flower. Roots, 25c.

ELLINOR VANDEVEER. F. D.—Lavender pink. Splendid stems. Roots, 25c.

EMMA MARIE. S-C.—Pink shading white in center. Roots, 35c.

EVA L. QUADLING. I. D.—A huge, rich deep red variety on fine strong stems. This Dahlia deserves a wider circle of friends. It is wonderful. Roots, 50c.

FAITH GARIBALDI. F. D.—Very large rose pink. Roots, 50c.

FLAMING METEOR. I. D.—Flaming orange flowers on long wiry stems. Very attractive. Roots, 50c.

FLORENCE LOUISE. I. D.—An Honor Roll Dahlia of pale sulphur yellow. Plants, \$3.00.

FORDHOOK VICTORY. I. D.—Very large flower of a pleasing formation. Rich Tyrian rose. Roots, 35c.

12 Giant Dahlias for \$2.00—Inside back cover.

BENNETT K. MATLACK

FORT MONMOUTH. I. D.—Rich crimson maroon, tips of petals bluish violet. Absolutely striking. Roots, \$1.00; Plants, 50c.

FORT WASHINGTON. F. D.—Immense dark red flowers on splendid stems and bush. Roots, 50c.

FRAU O. BRACHT. C.—Fine new cactus of light primrose yellow. Plants, 50c.

F. W. FELLOWS. C.—Orange terra-cotta. Roots, 50c.

GEORGE L. FARNUM. F. D.—Striking old gold color. Roots, 35c.

GIRL OF HILLCREST. I. D.—An unusual Dahlia. You will want it. Large flowers of Mikado orange shade. Plants, 75c.

GOLDEN GOBLIN. F. D.—Large, rich golden flower. Plants, 75c.

GOOD NIGHT. I. D.—A dark Dahlia of ox blood red, shaded maroon, on perfect stems and bush. Roots, \$1.00; Plants, 50c.

GOOD WILL. S-C.—Shell pink shading to cream at center. Plants, \$1.50.

GRAF ZEPPELIN. F. D.—Pure white flowers on good stems. Roots, \$1.00; Plants, 50c.

IDA PERKINS. F. D.—A fine white Dahlia. Roots, 35c.

IMPERIAL PINK. I. D.—Massive flowers of true pink with primrose shadings. Plants, 50c.

ISLAM PATROL. F. D.—A striking combination of red and gold. Roots, 50c.

JANE COWL. I. D.—Buff and old gold, blending to rose in center. As near perfect as any Dahlia. Be sure to grow it. Roots, 35c.

JANET SOUTHWICK. I. D.—Remarkable Dahlia of Tyrian rose and Burgundy red. Good bush and stem. Plants, \$1.00.

J. D. TORBERT. I. D.—Many flowers on long wiry stems and good bush. Salmon apricot with flame and gold shadings. Roots, 25c.

JEAN TRIMBEE. S-C.—Beautiful flowers of petunia violet. Good stem and plant growth. Plants, 50c.

JERSEY'S BEACON. F. D.—Very good and showy Dahlia of Chinese scarlet. Grow it. Roots, 35c.

JERSEY'S BEAUTY. F. D.—Eosine pink. A truly great Dahlia. Roots, 25c.

JERSEY'S MELODY. S-C.—Tyrian rose shading to rose on tips with silver reverse. Plants, 75c.

JERSEY'S SOVEREIGN. F. D.—A beautiful salmon orange on fine stems. Heavy foliage. Roots, 25c.

JEWEL OF INDIA. I. D.—Immense garnet and maroon flower. Splendid stems and bush. In the large flower class. Plants, \$2.00.

JIM MOORE. S-C.—Primrose yellow, shaded gold and salmon. Distinctive flower of good growth. Roots, 50c.

JOSEPHINE G. S-C.—A beautiful, true rose pink flower with petals tipped yellow. Very well recommended. Roots, 75c; Plants, 50c.

B R I D G E T O N , N E W J E R S E Y

JUDGE LEON McCORD. F. D.—Large pure gold flowers with old gold reverse. Long stiff stems. Roots, 50c.

JUNE FELLOWS. F. D.—Large flowers of lavender suffused with mulberry. Plants, 75c.

KALIF. S-C.—An old favorite. Carmine flower on fine stem. Roots, 35c.

KATHLEEN NORRIS. I. D.—A gigantic rose pink flower of splendid substance. One of the finest flowers grown. Roots, 50c.

KAWEAH. I. D.—Giant rose cerise flowers. Won Sweepstakes at 1933 Chicago Fair. Plants, \$2.00.

KEMP'S VIOLET WONDER. I. D.—A rich napthaline violet with a bluish lavender reverse. Good growth. Heavy foliage. A real wonder. Roots, 50c.

KENTUCKY. I. D.—Similar in growth and formation to Jersey's Beauty. Salmon pink flowers, in profusion, on good stems. Roots, 50c.

KENTUCKY RED. I. D.—Flaming scarlet flowers on good stems and bush. Very good. Plants, \$1.00.

KING MIDAS. I. D.—Large rich golden yellow flowers on good stems. Roots, 75c; Plants, 50c.

LADY LYNDORA. I. D.—A pure pastel pink flower on a medium tall bush with good stems. Wonderful bloomer. Beautiful. Plants, 50c.

LILAC GLORY. C.—Delightful medium-sized lilac cactus flower. Fine for cutting. Plants, 50c.

LINCOLN G. DICKEY. I. D.—Primrose yellow suffused with rose. Great bloomer. Plants, 50c.

MABEL DOUGLAS. I. D.—Artistically formed Dahlia of a pastel lavender. Plants, 50c.

MARDI GRAS. F. D.—American Beauty color. One we have long waited for. The stems and bush are good. You will find this a fine Dahlia. Roots, 50c.

MARGARET MASSON. F. D.—Silvery rose pink. Always in bloom. Roots, 25c.

MARGARET W. WILSON. F. D.—Fine stems and foliage. Very large flowers of an opalescent pink. Roots, 25c.

MARGARET WYLIE. I. D.—Beautiful flower of a shade of rose red, reverse silver. Plants, 75c.

MARY ELLEN. F. D.—Very large flowers of a violet rose. A real exhibition flower. Plants, 75c.

MARYLAND GLORY. I. D.—Rich American Beauty Rose color. Does not burn. A real flower. Plants, \$1.00.

MARYLAND ORANGE. F. D.—Beautiful orange colored flower on a good stem. Plants, \$1.00.

META SCAMMEL. S-C.—Bright rose pink. The petals twist at the ends making a pleasing flower. One of the best. Roots, 35c.

MILDRED BROOKS HOOVER. F. D.—An enormous flower of spinel red. Plants, 50c.

Collections at special prices—inside back cover.

BENNETT K. MATLACK

MONMOUTH CHAMPION. F. D.—Brilliant orange. Strong grower with perfect stems. Very satisfactory. Roots, \$1.00; Plants, 50c.

MONMOUTH RADIANCE. I. D.—This magnificent new 1934 Dahlia grows on a very strong plant. The flower is large and of a coral pink with a deep primrose background. Plants, \$5.00.

MORDELLA. F. D.—Bright apricot buff. Very large and fine. Roots, 35c.

MRS. ALFRED B. SEAL. F. D.—Pure, rich glowing old rose flowers on perfect stems and bush. An outstanding Dahlia, almost in a class by itself. Unreservedly recommended. Roots, 50c.

MRS. F. E. BULLARD. P.—Immense flower of silver pink with long twisted petals. Very showy. Roots, 50c.

MRS. I. de ver WARNER. F. D.—Orchid lavender. One of the best regardless of price. Roots, 25c.

MY MARYLAND. S-C.—Bright pink tipped with ivory. Very good flowers. Plants, 50c.

MYRA HOWARD. I. D.—Gold with salmon tints. Plants, \$1.50.

NEW GLORY. S-C.—Ox blood red, tipped white. Plants, 50c.

OMAR KHAYYAM. F. D.—Large unusual flower on a bush of splendid growth. Color, Chinese red at petal base, shading to a lighter tip. Plants, 50c.

PANSY G. WHITE. S-C.—Clear canary yellow flowers on long erect stems. Good bush. Roots, \$1.00; Plants, 50c.

PENN CHARTER. I. D.—Massive rich gold flowers tinted with apricot. Fine bush and heavy foliage. Roots, 50c.

POP STEWART. I. D.—Lilac pink. A very striking Dahlia. An orchid shade hard to find. Roots, 25c.

POT OF GOLD. I. D.—Clear yellow flower with wavy petals. Good. Plants, \$2.00.

PRIDE OF CALIFORNIA. F. D.—Rich deep red. Very large and fine. Roots, 25c.

PRIDE OF STRATFORD. I. D.—Face of petals orange, reverse madder brown. Strong grower. Roots, 35c.

PRINCE OF PERSIA. I. D.—A popular bright red Dahlia. Large deep attractive flower. Bush growth strong. Plants, 75c.

PROSPERITY. C.—An artistic Dahlia with pink outer petals. Creamy center overlaid with a glistening sheen. Plants, \$2.00.

QUEEN OF THE GARDEN BEAUTIFUL. F. D.—Massive flowers. Lemon yellow. Roots, 35c.

RAY WARNER. I. D.—Somewhat the color of Jersey's Beauty, but a few shades brighter. Petals twisted and bush always full of bloom. Plants, 75c.

REGAL. I. D.—Beautiful combination of bronze and old rose. Roots, 50c.

ROMAN EAGLE. F. D.—Burnished copper. An autumn shade. Strong stems. Roots, 25c.

Good Dahlias were never so cheap.

B R I D G E T O N , N E W J E R S E Y

ROSE FALLON. F. D.—Large flowers of deep orange to amber. Roots, 50c.

RUDY VALLEE. S-C.—A magnificent Dahlia, colored reddish apricot and gold. Plants, \$1.00.

SAGAMORE. F. D.—Golden amber. A choice cut flower. Roots, 25c.

SANHICAN'S BLUEBIRD. I. D.—Violet blue. Very unusual. Roots, 50c.

SANTA ANNA. S-C.—Large flower with long curling petals. Salmon rose suffused with gold. Roots, 50c.

SATAN. S-C.—Exceptionally large flower on unusual stem. You must grow it. The color is scarlet with yellow shadings. Plants, \$2.00.

SEAL'S CALIFORNIAN. I. D.—Bright golden yellow suffused with pink. Good growth and stem. Roots, 50c.

SHAHRAZAD. I. D.—Large blooms of deep pink. Plants, 75c.

SINBAD OF THE SEA. F. D.—Deep flaming scarlet. Free bloomer on good stems. Plants, \$1.00.

SONNY BOY. I. D.—Monster old rose Dahlia tinged with gold. Good stems. Has won much favor. Plants, \$3.00.

STARLIGHT. F. D.—Pure gold. Plants, 50c.

STAR OF BETHLEHEM. S-C.—Clear white. Fine cut flower. Plants, 50c.

THE LEMONADE. I. D.—Sulphur yellow on long splendid stems. Roots, 50c; Plants, 50c.

THE WORLD. F. D.—Rich rosy magenta with silver shadings. Growth and stems fine. Roots, 50c.

THOMAS A. EDISON. F. D.—Fine large, new; royal purple color. Roots, 75c; Plants, 50c.

TREASURE ISLAND. F. D.—Bright autumn shade. Roots, 50c.

TRENTONIAN. F. D.—Brown coppery bronze. Beautifully formed flowers on rigid stems. Roots, 25c.

WALDHEIM SUNSHINE. I. D.—A good deep yellow that shows well under artificial light. Stems and bush ideal. Roots, 50c.

W. H. HOGAN. F. D.—Garnet red with white tips extending down center of petals. The best variegated Dahlia to date. Roots, 25c.

WHITE DUCHESS. F. D.—A fine white Dahlia imported from Holland. The White Duchess has won many prizes in Europe and is considered there the outstanding Dahlia. You will like it. Roots, \$1.00; Plants, 50c.

WHITE EMPRESS. I. D.—A white flower on a healthy plant. Plants, 50c.

WHITE WONDER. I. D.—Very large, pure white flower with long twisted petals. Strong plant. Good grower. Very well recommended. Plants, \$3.50.

W. H. T. F. D.—Unusual color. Old rose, reverse of petals mauve. Plants, 50c.

All my Dahlias grown without forcing.

POMPON DAHLIAS

These Dahlias are very small and are well suited for cutting and decoration. The demand, each year, is growing for these little gems. If you have not grown them, make a selection at once for this season. They are always in flower. Roots only.

All Pompon Dahlia roots 25c.

AIMEE—Very small. Orange apricot.

ARTHUR—Fine scarlet.

ATOM—Fiery red. Very small and mighty good.

BELLE OF SPRINGFIELD—Crushed strawberry.
Fine show form.

BOB WHITE—Small, good white.

BRONZE BEAUTY—Gold apricot. Wonderful cut
flower.

CHARMING—Lavender pink. Very pretty.

DEE DEE—Pale lilac. Long stems. One of the
best.

ELIZABETH—Lemon yellow, tipped red.

FASCINATION—Fawn pink.

GERTRUDE—Glowing carmine. Very bright.

GOLD BEAUTY—Small gold. Good.

HAZEL DELL—Clear pink, edged cerise.

HELEN ANITA—Pale lavender shading to white
in center.

HONEY—Honey yellow. Long stems.

JOE FETTE—Pure white. Long stems.

JOHNNY—Deep dark red. Probably the best Pom-
pon.

LILIAS—Cream ground, heavily suffused pink.

LITTLE BEESWING—Yellow, heavily tipped cher-
ry red.

LITTLE DAVID—Good. Russet orange.

LITTLE EDITH—Primrose yellow. Perfect.

LOLITA—Yellow with orange center.

MARIETTA—Pleasing red.

MARY MUNNS—A deep mauve color on long stems.

MIDGET—Peach pink.

NEATNESS—Amber and rose.

NELLIE FRAZIER—Light ground, edged and
tipped with rose.

REGULUS—Cerise purple.

ROSEA—Rosy lavender. Small, fine.

SNOW CLAD—Pure white.

SUNNY DAYBREAK—Yellow, tipped carmine.

SUNSET—Delightful orange.

YELLOW GEM—Canary yellow.

YOUNGSTER—Yellow and red.

MINIATURE DAHLIAS

These small Dahlias are becoming very popular. Better try some.

AGNEW BEDDER. Min. F. D.—Bright cardinal red. Very free bloomer. Grows about 2 ft. high. Plants, 50c.

BISHOP OF LANDAFF. Min. Duplex.—Bright scarlet flower. A lacy garnet foliage. Plants, 50c.

CORONNE. Min. F. D.—The white flower resembles a gardenia. Stems perfect. Plants, 50c.

DR. HELMUTH SPATH. Min. C.—Clear lilac flowers on fine stems. Constant bloomer. Plants, 50c.

GOOD LUCK. Min. D.—Deep glowing amber, lighter toward the outer petals. Roots, 50c.

LITTLE JEWEL. Min. D.—A most beautiful small flower of a peach blossom pink. None better for cutting. Roots, 25c.

PINK PEARL. Min. P.—Petals curl making the flower look like a beautiful rose pink aster. Plants, 50c.

RAIDER. Min. P.—Beautiful flowers of yellow and rose. Petals twist making a pleasing effect. Plants, 50c.

ORCHID FLOWERING DAHLIAS

This new race of Dahlias is fine for landscape or cutting. They will keep for days when cut and will make the most artistic arrangements.

CITRONELLA.—Canary yellow. Plants, 50c.

EVEREST.—Pure white. Roots, 50c.

GOLDFINCH.—Yellow and red, crimson reverse. Roots, 50c.

LEOPARD.—Spotted yellow, crimson reverse. Plants, 50c.

MAVIS—Lilac, reddish purple reverse. Roots, 50c.

RUBY—Light rose, deeper reverse. Plants, 50c.

One each of the above (3 plants, 3 roots) \$2.00.

The pick of the new—the best of the old.

BENNETT K. MATLACK

SPECIAL DISCOUNT

Note:—For each \$5.00 (Five Dollars') worth of Dahlias ordered, except the following collections, you may select \$1.00 (One Dollar's) worth free from the catalogue.

Collections

Collection A: 6 Pompon roots, \$1.00. Value, \$1.50.
An assortment that will please. All different.

Collection B: 6 Giant flowered Dahlia roots, \$1.00.
A fine collection. All different.

Collection C: 15 Pompon roots, \$2.00. Value, about
\$4.00. A superb collection. A garden full. All
different.

Collection D: 12 Giant flowered Dahlia roots, \$2.00.
A gorgeous collection of America's best Dahlias.
All different. A real buy.

Collection E: 3 roots, \$1.00. One root each of Color
Sergeant, E. L. Quadling, Ft. Washington.

Collection F: 4 roots, \$1.00. One root each of
Eagle Rock Beauty, G. L. Farnum, Ida Perkins,
Meta Scammel.

Collection G: 4 plants, \$2.50. One plant each of
Prince of Persia, Ray Warner, T. A. Edison, E. R.
Fantasy.

Make up your own list and send it to me. I will
gladly quote a price on it.

All roots and plants in all collections properly
tagged.

B R I D G E T O N , N E W J E R S E Y

